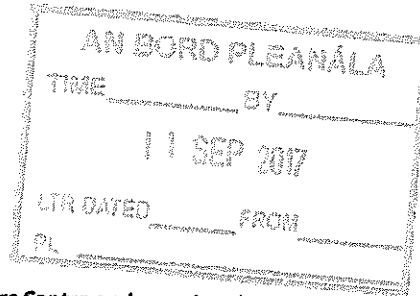




The Secretary  
An Bord Pleanála  
64 Marlborough Street,  
Dublin 1.  
D01 V902

8<sup>th</sup> September 2017



**Re: PL065.JA0040 Proposed Dublin Mountain Visitors Centre and associated works**

Dear Sir/Madam,

I refer to the above planning application currently before the Board for the proposed Dublin Mountains Visitor Centre. Fáilte Ireland, the National Tourism Development Authority welcomes the opportunity to comment on the proposed scheme.

Fáilte Ireland is supportive of this development as it presents a unique way for visitors to experience the Dublin Mountains and countryside. As you may be aware, a new brand 'Dublin. A Breath of Fresh Air' was launched in late 2015. The proposition behind the brand states that '*Dublin living thrives side by side with the natural outdoors so you can constantly jump between completely unique, different and often unexpected experiences*'. It is considered that the proposed Dublin Mountain Visitor Centre proposal has significant potential to deliver on this promise.

In addition to this, outdoor activity tourism and particularly walking and hiking continues to grow in popularity globally. These activities are also by far the most popular in Ireland and provide a means of exploring and engaging with our natural landscape. It is also in this context that the Dublin Mountains proposals would provide a key outdoor activity experience in Ireland.

Therefore, from a tourism perspective, Fáilte Ireland is supportive of the proposed scheme in line with all proper planning and environmental requirements being met.

Yours Sincerely,

A handwritten signature in cursive script that reads 'Mary Stack'.

Mary Stack

Environment and Planning, Fáilte Ireland

An tÚdarás Náisiúnta Forbartha Turasóireachta  
Áras Fáilte, 88-95 Sráid Amiens  
Baile Átha Cliath 1  
D01 WR86  
Éire

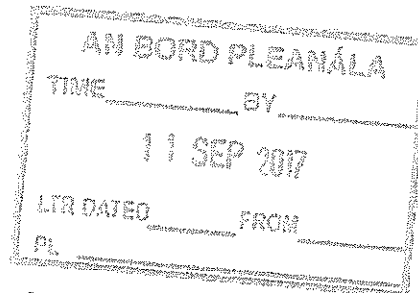
National Tourism Development Authority  
Áras Fáilte 88 95 Amien Street  
Dublin 1  
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